Strategic Decision Lab Final Case Report
Mumzworld, UAE
Canadian University Dubai
Strategic Management

Agenda

- Company Background
- Strategic Context
- External Analysis
- Internal Analysis
- Strategic Alternatives
- Selected Strategy
- Implementation
- KPIs and Control
- Concl

Company Background

Founded in Dubai in 2011 by Mona Ataya and Leena Khalil. Mumzworld became the GCC’s leading parenting e-commerce platform with 250,000+ products and 5,500+ brands.

The company focuses on trust, parenting convenience, and specialized customer support.

Current Strategic Context

The UAE e-commerce market is rapidly growing, creating opportunities but also intense competition.

Parents expect:
- Fast delivery
- Secure payments
- Authentic products
- Personalized shopping experiences

PESTEL Analysis

Political: UAE digital economy support.
Economic: Strong e-commerce growth.
Social: Time-poor parents seeking convenience.
Technological: Mobile commerce and BNPL growth.
Environmental: Sustainability expectations.
Legal: Cross-border compliance complexity.

Porter’s Five Forces

- High competitive rivalry.
- Strong buyer power due to easy price comparison.
- Moderate supplier power.
- Moderate threat of new entrants.
- Strong substitution threat from Amazon and Noon.

Internal Resource Analysis

Key strengths include:

- Parent-focused brand trust
- Customer lifecycle data
- EZDubai fulfillment center
- Tamer Group partnership
- Specialized category expertise

VRIO Analysis

e resources include:
 trust
cle customer data
ment capabilities
ier relationships

esources create temporary and potentially sustainable advantages.

Strategic Issues

1. Differentiation erosion.
2. Margin pressure from discounts.
3. Weak monetization of customer data.
4. Regional expansion complexity.

The company risks competing only on price and delivery.

Strategic Alternatives

Alternative A: Parenting Ecosystem.
Alternative B: GCC Expansion.
Alternative C: Offline Retail.

Each option changes the company’s growth logic differently.

Weighted Decision Matrix

Alternative A achieved the highest score due to:

- Strong strategic fit.
- Better financial feasibility.
- Lower operational risk.
- Stronger long-term defensibility.

Selected Strategy

recommended strategy is the Mumzworld Parenting Ecosystem.

elements:
bscription services
rsonalized recommendations
renting content
ommunity engagement
yalty ecosystem

Implementation Roadmap

Short Term:
CRM and subscription pilots.

Medium Term:
Private labels and loyalty systems.

Long Term:
Regional parenting ecosystem expansion.

Cross Functional Integration

Marketing:
Lifecycle-based campaigns.

Finance:
Contribution margin analysis.

Operations:
Inventory forecasting.

HR:
CRM and analytics capability building.

Balanced Scorecard KPIs

Financial KPIs:
- Subscription margins
- Repeat purchase share

Customer KPIs:
- Retention
- Net Promoter Score

Operational K
- Delivery pe
- Return redu

Risk Management

Key risks:
- Subscription margin erosion
- Inventory stock-outs
- Data privacy concerns
- Organizational resistance

Mitigation includes phased rollout and governance systems.

Conclusion

Mumzworld can create sustainable competitive advantage by transforming into a trusted parenting ecosystem.

The strategy focuses on retention, personalization, operational excellence, and long-term customer relationships.

References

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